

*Wakefern Food Corporation
1997 Retail Accrual Program
For Member Stores*

◆ *Plan A - Base Plan*

- *Basic Funding to be used for Price Plus Program throughout year for RJR Full Price Brands WINSTON and SALEM.*

\$ 130,220

◆ *Plan B - Retailer Match Plan*

- *Wakefern to "match 50% of RJR match". RJR will match that amount*
 - ◆ *Match can consist of bearing cost of producing POS advertising, or Plus Plus Program Inclusion cost.*

\$ 196,194

*Wakefern Food Corporation
1997 Retail Accrual Program
For Member Stores*

◆ *Plan A - Base Plan*

- *Basic Funding to be used for Price Plus Program throughout year for RJR Full Price Brands WINSTON and SALEM.*

\$ 130,220

◆ *Plan B - Retailer Match Plan*

- *Wakefern to "match 50% of RJR match". RJR will match that amount*
 - ◆ *Match can consist of bearing cost of producing POS advertising, or Plus Plus Program Inclusion cost.*

\$ 196,194